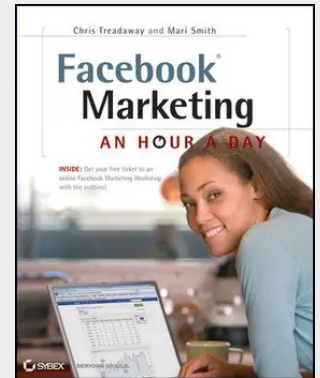


Facebook Marketing

An Hour a Day

Develop, implement, and measure a successful Facebook marketing campaign The social networking site Facebook boasts more than 300 million users worldwide. Its ability to target users who have provided real data about themselves and their interests makes Facebook the ideal platform for marketers, and marketers everywhere recognize the importance of Facebook and are eager to successfully tap Facebook's potential. This book shows you how. Quickly get up to speed on today's Facebook conventions and demographics, and then gain an understanding of the various strategic and implementation issues you must consider from start to finish. * Guides you through crafting a successful presence on Facebook and takes you through each step for developing an overall marketing strategy * Explains each step for setting realistic goals, defining metrics, developing reports, and acquiring corporate buy-in * Shows how to execute your strategy while incorporating all of Facebook's relevant features * Addresses Facebook's pay-per-click platform, Facebook Connect, and more Packed with tips and tactics not documented anywhere else, the book serves as the ultimate step-by-step guide to developing a winning Facebook marketing campaign.

Create an Integrated, Effective Facebook Strategy for Your Organization, A Step-by-Step Guide Put Facebook to work for your organization with this savvy guide that shows you how to develop, implement, and measure a successful Facebook marketing campaign from start to finish. Packed with smart tactics and invaluable tips, this unique book shows you how to leverage everything Facebook has to offer, from events and applications to pay-per-click advertising, analytics, Facebook Connect, and much more. See how other companies are succeeding, find out what to do and what not to do, and produce a winning campaign with this hands-on guide. * Understand how Facebook fits into the social media landscape * Develop your strategy, identify the numbers that matter, map them to business goals, and define your metrics * Learn about Fan Pages and Groups and establish a winning corporate presence * Create a following with compelling content, Facebook ads, contests, events, and more * Integrate Facebook Connect to add social media features to your website * Use analytics to monitor and test your results so you can see what's working with your target audience * Create clear, effective Microsoft(r) Excel(r) dashboards for reporting results You'll also find: * Advanced Facebook features and capabilities, including applications * Real-world "From the Trenches" case studies that illustrate successes to learn from and mistakes to avoid * Information about valuable third-party resources and links * A look at the future of Facebook marketing from industry luminaries Praise for Facebook Marketing: An Hour a Day "By reading and using FBMHD, social savvy marketers gain the strategies, tactics and tools to cross the chasm from a hope-it-works community to a well-performing channel for marketing and communications." -Adam Weinroth, VP of Strategic Marketing, Demand Media "If you want to learn how to tap the communications tool of choice for hundreds of millions of people around the world, study Facebook Marketing. The real-world examples from organizations of all kinds are especially valuable for those who still need to be convinced (like your boss)." -David Meerman Scott, bestselling author of The New Rules of Marketing & PR, now published in 24 languages "This book walks the walk. It shows marketers at all levels how to roll up their sleeves, jump in, and get winning results quickly." -Brian Goldfarb, Director, Developer Platform, Microsoft



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